## WNCT Son your side

EVELLE SAN MOSTE

And:

1010 Wisconsin Avenue Northwest

Greer Margolis & Mitchell

Washington, DC 20007

Suite 800

3221 S. Evans St. (252) 355-8542 Greenville, NC 27834 252-355-8500 WNC Lacom Greenville, NC 27834 WNCT

# 3221 South Evans Street

### CONTRACT

Stein-AG-NC 10/25/16 - 10/31/16 Advertiser Product Contract Dates 4765 Estimate # Contract / Revision 900982 Original Date / Revision 25174546 Alt Order #

POL/Josh Stein NC Attorney General WNCT 9912856 EOM/EOC IN117/SP159/AL1336 Special Handling Agy Code Adults 35+ Property Billing Cycle <u>)emographic</u> gency Ref Katz Washington 287 Advertiser Code Broadcast Billing Calendar Account Executive 07/07/16 Advertiser Ref / 10/20/16 305 Katz/Washingto Cash Product 1/2 Cash/Trade sales Office

E 5 V	4 V Week	3 V Week	2 N Week	1 V	*Line
5 WNCT 10/25/ Start Date Week: 10/25/16	4 WNCT 10/25/ Start Date Week: 10/25/16	3 WNCT 10/25/ Start Date Week: 10/25/16	2 WNCT 10/25/16 10/31/16 CBS T Start Date End Date Weekday Week: 10/25/16 10/31/16 MTWTF	1 WNCT 10/25/ Start Date Week: 10/25/16	Ch Start I
/16 10/31/16 End Date 10/31/16	/16 10/31/10 End Date 10/31/16	VNCT 10/25/16 10/31/10 Start Date End Date 10/25/16 10/31/16	/16 10/31/1 End Date 10/31/16	25/16 10/31/16 Local No End Date Weekdays 10/31/16 M™TF	Date End Da
E 5 WNCT 10/25/16 10/31/16 Local News Su 7-8a  Start Date End Date Weekdays Spots/ Week: 10/25/16 10/31/16S 1	4 WNCT 10/25/16 10/31/16 Local News Su 6a-7a Start Date End Date Weekdays Spots/V /eek: 10/25/16 10/31/16S 1	3 WNCT 10/25/16 10/31/16 CBS This Morning Sa Start Date End Date Weekdays Spots/M Veek: 10/25/16 10/31/16S- 1	2 WNCT 10/25/16 10/31/16 CBS This Morning Start Date	WNCT 10/25/16 10/31/16 Local News @ 6a  Start Date	*Line Ch Start Date End Date Description
s Su 7-8a <u>Spots/Week</u> 1	s Su 6a-7a <u>Spots/Week</u> 1	Morning Sa <u>Spots/Week</u> 1	Morning <u>Spots/Week</u> 5	s @ 6a <u>Spots/Week</u> 3	ממ
7-8a <u>Rate</u> \$15.00	6a-7a <u>Rate</u> \$15.00	8a-10a <u>Rate</u> \$25.00	7a-9a <u>Rate</u> \$45.00	6a-7a <u>Rate</u> \$75.00	Start/End Time
					Days
:30	:30	:30	:30	:30	Spots/ Length Week
					Rate Rtn TypeSpots
N	NM	NM	NM.	M	Type S
_	_	_	თ	ω	spots
\$15.00	\$15.00	\$25.00	\$225.00	\$225.00	Amount

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity. LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies

WNCT S Everien worth

3221 S. Evans St. (252) 355-8542 Greenville. NC. 27834 252-355-8500 WNO Iscom Greenville, NC 27834 WNCT 3221 South Evans Street

> Contract Dates 10/25/16 - 10/31/16 Stein-AG-NC Contract / Revision Product 900982 4765 Estimate # 25174546 Alt Order#

POL/Josh Stein NC Attori

Advertiser

Original Date / Revision 07/07/16 / 10/20/16

Says   Length Week   Rate Rth   Type Spots   130   NM   2   2   2   2   2   2   2   2   2	30/16 10/30/16 LN Su <u>End Date Weekdays Spots/Week</u> 10/31/16S 1	V16 10/31/16 Local News @ 11p 11  End Date Weekdays Spots/Week 10/31/16 MTWTF 3	CBS Evening New Sat	/16 10/31/16 CBS Evening News End Date Weekdays Spots/Week 10/31/16 MTWTF 3	\( \text{16} \) 10/31/16  \text{Local News @ 6p}  \text{6p} \\ \text{End Date Weekdays Spots/Week} \\ \text{10/31/16 MTWTF 3} \end{array}	10/31/16 Local News @ 530p 530p 530p End Date Weekdays Spots/Week 10/31/16 MTWTF 3	/16 10/31/16 Local News @ 5p 5p-5 End Date Weekdays Spots/Week 10/31/16 MTWTF 3	10/31/16	i/16 10/31/16 Local News @ 12p 12p End Date Weekdays Spots/Week 10/31/16 MTWTF 3	Start Date End Date Weekdays Spots/Week
San   San	1135p <u>Rate</u> \$80.00	1135p <u>Rate</u> 6120.00	э-7p	5-7p Rate \$200.00	30p <u>Rate</u> 5140.00	o-6p <u>Rate</u> \$70.00	30p <u>Rate</u> \$70.00	030a <u>Rate</u> \$200.00	-1230p Rate \$75.00	
NM 3 1 1 NM 3 3 1 NM 3 NM 3										⊔ays
NM 3 1 1 NM 3 3 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	:30	:30	:30	:30	:30	:30	:30	:30	:30	Length Week
\$3	<u>z</u>	Z	Z	<u>z</u>	z	<u>z</u>	Z	Z	z	Rate Rtn Ty
\$225.00 \$400.00 \$210.00 \$210.00 \$420.00 \$600.00 \$360.00 \$3,010.00	~ ~									e Spots
	\$80.00	\$360.00	\$0.00	\$600.00	\$420.00	\$210.00	\$210.00	\$400,00	\$225.00	Amount
		J/16       10/30/16       LN Su       11p-1135p       :30       NM       1         End Date 10/31/16       Weekdays 10/31/Week 2000       Spots/Week Rate 2000       Rate 2000       NM       1	25/16 10/31/16 Local News @ 11p 11p-1135p :30 NM 3 ( e End Date Weekdays Spots/Week Rate 10/31/16 MTWTF 3 \$120.00   30/16 10/30/16 LN Su 11p-1135p :30 NM 1 e End Date Weekdays Spots/Week Rate 110/31/16 S 1 \$80.00	25/16     10/31/16     CBS Evening New Sat     630p-7p     :30     NM     0       25/16     10/31/16     Local News @ 11p     11p-1135p     :30     NM     3     \$       25/16     10/31/16     Local News @ 11p     11p-1135p     :30     NM     3     \$       25/16     10/31/16     MTWTF	25/16     10/31/16     CBS Evening News     630p-7p     :30     NM     3     2       e     End Date Ind Date	25/16     10/31/16     Local News @ 6p     6p-630p     :30     NM     3     :       e     End Date 10/31/16     Weekdays Spots/Week 10/31/16     Rate 3140.00     :30     NM     3     :       25/16     10/31/16     CBS Evening News 630p-7p 3     :30     NM     3     :       e     End Date 10/31/16     Weekdays Spots/Week 10/31/16     Rate 3200.00     :30     NM     0       25/16     10/31/16     Local News @ 11p 1135p     :30     NM     0       25/16     10/31/16     Local News @ 11p 1135p     :30     NM     3       25/16     10/31/16     Local News @ 11p 1135p     :30     NM     3       25/16     10/31/16     MTWTF 3     \$120.00     NM     3       25/16     10/31/16     LN Su 50ts/Week 5120.00     :30     NM     3       30/16     10/31/16     NTWTF 3     \$120.00     NM     3	9 WNCT 10/25/16         10/31/16         Local News @ 530p         530p-6p         :30         NM         3         (exact Date Week: 10/25/16         Weekidays         Spots/Week         Rate \$70.00         :30         NM         3         (exact Date Week: 10/25/16         Weekidays         Spots/Week         Rate \$70.00         :30         NM         3         (exact Date Week: 10/25/16         Weekidays         Spots/Week Spots/Week         Rate Rate Rate Park         :30         NM         3         (exact Date Week: 10/25/16         N/23/16         N/23/16	8 WNCT 10/25/16     10/31/16     Local News @ 5p Week: 10/25/16     5p-530p Yeek week: 10/25/16     3 5p-530p Yeek week: 10/25/16     3 001s/Week week: 10/25/16     3 000s/Week week: 10/25/16     3 000s/Week week: 10/25/16     3 00s/Week week: 10/25/16     3 00s/Week week week: 10/25/16     3 00s/Week week week week: 10/25/16     3 00s/Week week week week week week week week	7	6         WNCT 10/25/16         10/31/16         Local News @ 12p         12p-1230p         30         NM         3           Week: 10/25/16         10/31/16         Local News @ 12p         12p-1230p         30         NM         3           Week: 10/25/16         10/31/16         Local News @ 5p         SouthSWeek         Rate         25,000         NM         2           Week: 10/25/16         10/31/16         Local News @ 5p         SouthSWeek         Rate         Rate         NM         2           Start Date         End Date         Weekdays         Spots/Week         Spots/Week         Rate         Rate         NM         3           Week: 10/25/16         10/31/16         Local News @ 5p         5p-530p         30         NM         3           9         WNKCT 10/25/16         10/31/16         Local News @ 530p         Spots/Week         Rate         Rate           Week: 10/25/16         10/31/16         Local News @ 5p         5p-630p         30         NM         3           10 WNCT 10/25/16         10/31/16         Local News @ 5p         Spots/Week         5p-630p         30         NM           11 WNCT 10/25/16         10/31/16         CERS Evening News         Spots/Week         6p-630p

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Print Date 10/20/16

Page 3 of 3

WNGT Side

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WNCT 3221 South Evans Street Greenville, NC 27834 (252) 355-8542

Driginal Date / Revision	Origi	Advertiser
4765	Stein-AG-NC	10/25/16 - 10/31/16
Estimate #	Product	Contract Dates
	***************************************	
25174546	900982 / 2	
Alt Order#	Contract / Revision	

POL/Josh Stein NC Attori

07/07/16 / 10/20/16

Time Period	# of Spots	# of Spots Gross Amount Agency Comm.	Agency Comm.	Net Amount
09/26/16 -10/30/16	24	\$2,215.00	(\$332.25)	\$1,882.75
10/31/16 -10/31/16	8	\$795.00	(\$119.25)	\$675.75
Totals	32	\$3,010.00	(\$451.50)	\$2,558.50
O Composition			<b>,</b>	

Signature:
Date:

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Contract # 25174546 CPE: 287/305/4765 Agency: GMMB

GMMB 3050 K ST NW WASHINGTON DC 20007

Product: Stein-AG-NC

Changes as of: 10/19/2016 at 6:42 PM Flight: 10/25/16 - 10/31/16

Advertiser: Stein-AG

Version: Highlighting Revision 2
Station: WNCT Market: Greenville/New Bern/Wash

Office: WASHINGTON

Total Spots: 32

Total CPP: \$0.00

Total \$: \$3,010.00

Traffic #: 900982 Separation:

Total GRP:

Agency Order #: 5031223

Buyer: Lawson, Colin

Salesperson: JACOB ROTH 212-373-8175

Comments: John Stein for AG 10.25-10.31;Separation: 30

Primary Demo: Adults 35+
Con Type: POLITICAL/VOTE
Assistant: JACOB ROTH
212-373-8175

	500	43 040 00	ಭ	TOTALS: 32	
					Level 3 Changes: Rate from 100 to 120
0.0	\$0.00	\$360.00	ω	9 On Your Side News @ 11 PM	1 1:35p
	T			remain common communication of the communication of	Level 3
0.0	\$0.00	\$0.00	0	CBS Evening News Saturday \$75.00 0 30 1 ▶ 0	REV- 15 6:30p-7p CB
				TOTAL VALUE OF THE	Level 3 Changes: Rate from 130 to 140
0.0	\$0.00	\$420.00	ω	9 On Your Side News @ 6 PM \$140.00 0 30 3	Tu-F,M 13 6p-6:30p 9 C
					Level 3 Changes: Rate from 65 to 70
0.0	\$0.00	\$210.00	ω_	9 On Your Side News @ 5 PM \$70.00 0 30 3	Tu-F,M 11 5p-5:30p 9 C
					Level 3 Changes: Rate from 90 to 200
0.0	\$0.00	\$200.00	_	CBS Sunday Morning \$200.00 0 30 1	Su 10 9a-10:30a CB
					Level 3 Changes: Rate from 90 to 200
0.0	\$0.00	\$200.00	_	CBS Sunday Morning \$200.00 0 30 1	
					Level 3 Changes: Rate from 60 to 75
0.0	\$0.00	\$225.00	ω	9 on Your Side News @ Noon	REV+ 8 12n-12:30p 9 o
					Level 3 Changes: Rale from 20 to 15
0.0	\$0.00	\$15.00	>	Weekend Morning Edition II \$15.00 0 30 1	7 7a-8a We
GRP	СРР	\$ E	Spots		# Day/Time DP Program
		Total	Total	10/25 - 10/25	



SROUP GROUP

Contract # 25174546 CPE: 287/305/4765 Changes as of: 10/19/2016 at 6:42 PM Flight: 10/25/16 - 10/31/16

Agency: GMMB

Advertiser: Stein-AG

Product: Stein-AG-NC

Version: Highlighting Revision 2
Station: WNCT Market: Greenville/New Bern/Wash

Office: WASHINGTON

Total \$: \$3,010.00

Total Spots: 32 Total CPP: \$0.00

Separation: Traffic #: 900982

Total GRP:

GMMB 3050 K ST NW WASHINGTON DC 20007

Agency Order #: 5031223

Salesperson: JACOB ROTH 212-373-8175 Buyer: Lawson, Colin

Primary Demo: Adults 35+

**Assistant:** JACOB ROTH 212-373-8175 Con Type: POLITICAL/VOTE

Special Instructions

125 West 55th St New York, NY 10019

Date/Time	Added by	Order Level Comments  Comment
		Correction to make LUR
		Line 8 12p News needs to be \$75 Line 11 5p News needs to be \$70 Line 13 6p News needs to be \$140 Line 16 11p News needs to be \$120 Line 7 Sun 7a needs to be \$15 Line 15 Sat 630p not airing due to sports
		OFFER
		3x 11p News \$120 2x 5p News \$70 3x 6p News \$140 2x 12p News \$75 1x Sat 6a-7a Weekend Morning Edition \$15 1x Sat 7a-8a Weekend Morning Edition \$15

WITN: 35%	WFXI: 13%	WCTI: 30%	ENCT: 1%	Comment:	WNCT Share: 21%	Market Budget: \$14,333	
%	%	%	6		%	4,333	Competitive Information

09/15/16 9:34 AM Jennifer Layman 07/05/16 10:41 AM JACOB ROTH 05/18/16 12:51 PM JACOB ROTH

John Stein for AG 10.25-10.31;Separation: 30 \$1100 affected Total same.

John Stein for AG 10.25-10.31;Separation: 30

0.0	N/A	\$3,010,00	32	100%	Total
0.0	N/A	\$3,010.00	32	100%	
GRP	СРР	Dollars	Spots	% Distrib	Day/Time
		Daypart Summary	Daypar		

\$3,010.00	32	Total
\$3,010.00	32	2016-Oct
Dollars	Spots	Month
nary	Monthly Summary	

Created/Received Created by  10/19/16 6:42 PM JACOB ROTH  9/15/16 9:34 AM Jennifer Layman						Transa	Transaction History		
10/19/16 6:42 PM JACOB ROTH Revised \$350.00 \$3,010.00 bd 1 9/15/16 9:34 AM Jennifer Layman Sent To Rep \$0 \$2,660.00	Trans	Created/Received Cre	ated by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
1 9/15/16 9:34 AM Jennifer Layman Sent To Rep \$0	Revision	10/19/16 6:42 PM JAC	:OB ROTH	Revised			\$350.00	\$3,010.00	Changes: Calculated Dollars from \$2,660,00 to \$3,010.00, Competitive Market Budget from \$7,881 to \$14,333, Total \$ from \$2,660.00 to \$3,010.00, User Entered \$ from \$2,660.00 to \$3,010.00.
A ADDRESS AND ADDR	Makegood 1	9/15/16 9:34 AM Jen	nifer Layman	Sent To Rep			\$0	\$2,660.00	Changes: Total GIMPs to 0.

125 West 55th St New York, NY 10019

GMMB 3050 K ST NW WASHINGTON DC 20007

Agency Order #: 5031223

Contract # 25174546 Agency: GMMB CPE: 287/305/4765

Advertiser: Stein-AG

Changes as of: 10/19/2016 at 6:42 PM

Version: Highlighting Revision 2

Total \$: \$3,010.00

Flight: 10/25/16 - 10/31/16

Station: WNCT

Product: Stein-AG-NC

Market: Greenville/New Bern/Wash

Office: WASHINGTON

Total Spots: 32 Total CPP: \$0.00

Separation: Total GRP: Traffic #: 900982

Assistant: JACOB ROTH 212-373-8175

Primary Demo: Adults 35+

Salesperson: JACOB ROTH 212-373-8175 Buyer: Lawson, Colin

Con Type: POLITICAL/VOTE

Queued for Electronic Contracting Queued for Electronic Contracting Revision Trans Created/Received Created by 5/18/16 12:35 PM JACOB ROTH 5/18/16 2:43 PM 7/5/16 10:41 AM JACOB ROTH 7/5/16 10:42 AM Status Confirmed Confirmed Spot+ 8 Spot-Transaction History \$0 \$2,660,00 \$ Chg S 8 Contract \$ Comment \$2,660,00 \$2,660.00 Changes: User Entered \$ from \$0.00 to \$2,660.00, Demo Meta to [R16], Product from \$2,660.00 candidate to Stein-AG-NC. 9 buylines added or modified. 8

Non-Discrimination Policy

PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS'
ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTRAINSING CONTRACT ON THE BASIS OF RACE OR ETHNICITY, AND BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACT OR THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.